RHEA DHANRAJ SHETTY
ux designer

WORK EXPERIENCE

Apple, Human Factor Researcher

February 2025 - Current

- Led large-scale research with 400+ participants to evaluate fit, comfort, and in-motion stability of AirPods using A/B testing across multiple hardware prototypes.
- Built end-to-end research protocols, including survey design, task flows, and participant experience mapping.
- Partnered with cross-functional engineering and design teams to translate human factors insights into data-driven design improvements for next-gen AirPods.

Faav, UX Designer

October 2024- February 2022

- Led end-to-end UX design process for the Faav app, driving all phases from user research and survey design to wireframes, prototypes, and final UI, resulting in 100% design adoption at launch.
- Conducted and analyzed research with 50+ users, uncovering key pain points and driving data-backed feature prioritization, which improved usability scores by streamlining navigation and core flows.

ACADEMIC/ RESEARCH PROJECTS

Transition Discoveries

Indiana University Purdue University Indianapolis
August 2023 - May 2024

- Revamped a platform for mentoring youth with disabilities, addressing 4 key user needs through research and improving mentor support.
- Streamlined navigation by redesigning information architecture, enhancing user performance by 31.3%.
- Focused on accessibility in user flow redesign, increasing task completion for users with disabilities by 20%.

Aggregate Response Time Optimization for Emergency Responders

Naval Surface Warfare Center, Crane Division
January 2023 - May 2023

- Improved emergency response at NSA Crane Naval Base by identifying inefficiencies through 6 months of data analysis, reducing response times by 20%.
- Addressed coverage gaps (33% in 6 min, 57% in 8 min), aiming for near 100% within 8 minutes.
- Enhanced public safety by optimizing response journeys with a strategic fire station and advanced GPS solutions.

CONTACT

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https://www.rheadshetty.com

EDUCATION

MS IN HUMAN COMPUTER INTERACTION
Indiana University Purdue University Indianapolis
Indianapolis, Indiana, USA.
GPA - **3.95**

B.TECH, PRINT & MEDIA TECHNOLOGY
Manipal Institute of Technology
Manipal, Karnataka, India.

RESEARCH & DESIGN SKILLS

Prototyping, Wireframing, Visual Design, Journey Maps Design, Task Analysis, User Personas, Heuristic Evaluation, Affinity Diagramming, User Interviews, Usability Testing, Survey design, User-Centric Design, Design System, Interaction Design, Ergonomics, Accessibility, A/b testing.

SOFTWARE SKILLS

Figma, Adobe Photoshop, Adobe XD, After Effects, Illustrator, InDesign, Invision, Miro, Sketch, Canva

CERTIFICATIONS

Google UX Design from Coursera
May-August 2021

Digital marketing from Coursera,
July 2019-May 2020

UI/UX Design from Coursera
California Institute of the Arts
October 2020-April 2021